

BLUE ZONES PROGRAM OVERVIEW, UPDATE, AND CONSIDERATION OF CITY SPONSORSHIP

Community & Economic Development

City Council
December 12, 2023

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BLUE ZONES

WHO WE ARE

Blue Zones brings over 20 years of research, exploration, and solutions from the world's most extraordinary cultures—the blue zones—where people have lived better and longer than anyone else on the planet.




OUR PURPOSE

To empower everyone, everywhere to live better, longer.

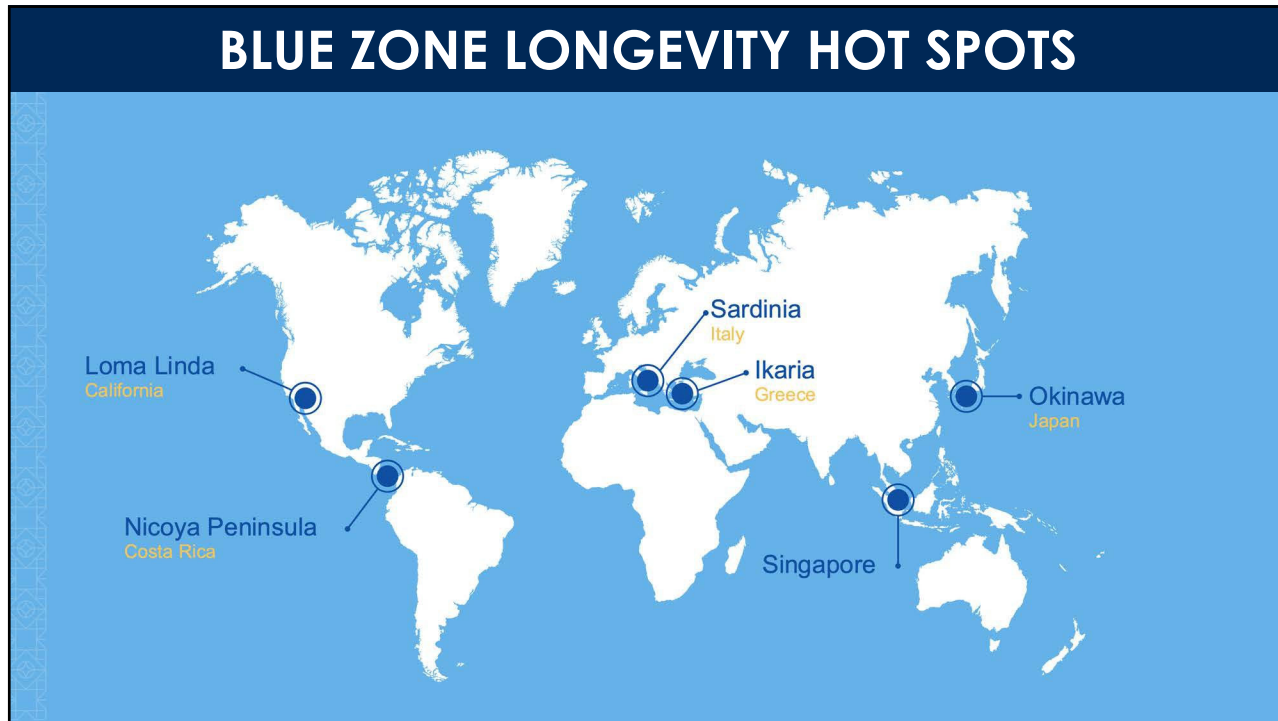
OUR PROMISE

More good years.

Partnered with and trusted by leading organizations:



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BACKGROUND

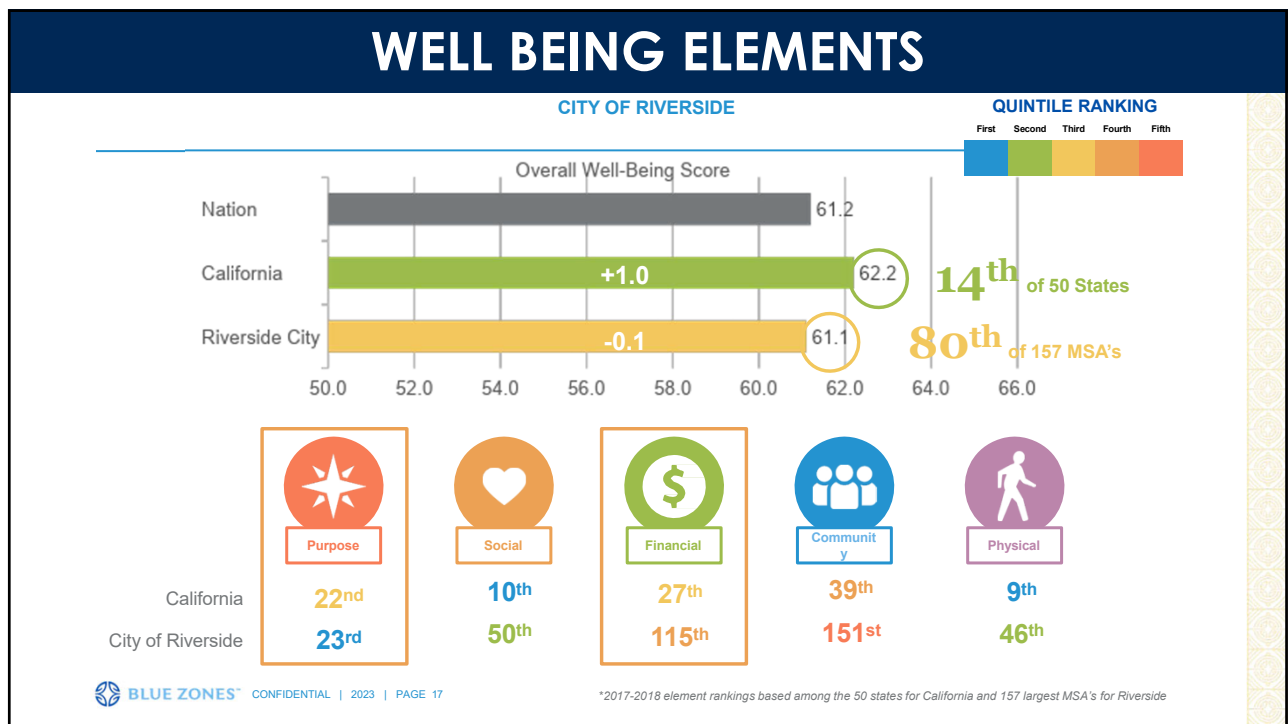
Value Impact Analysis -
City of Riverside

The slide features a blue-tinted aerial photograph of a city, likely Riverside, California. On the left side, there is a white vertical bar containing a logo consisting of four stylized leaves or petals arranged in a circle. The text 'Value Impact Analysis - City of Riverside' is positioned in the lower right quadrant of the slide.

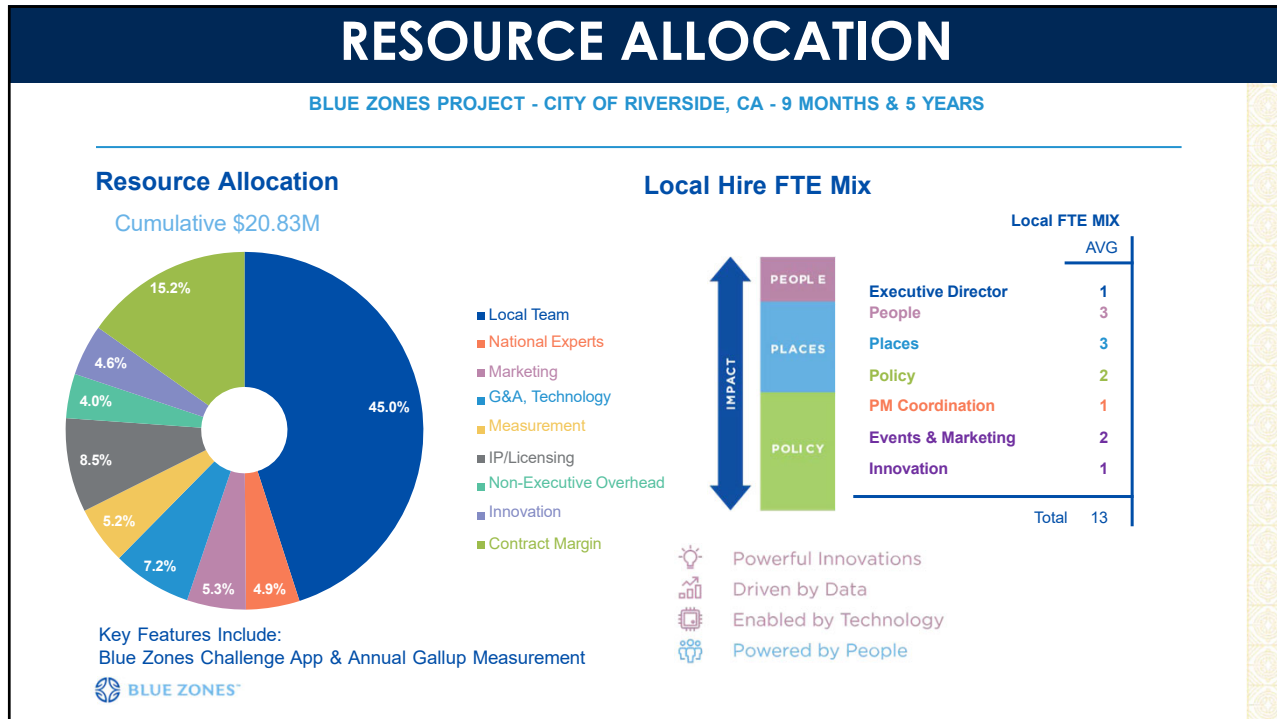
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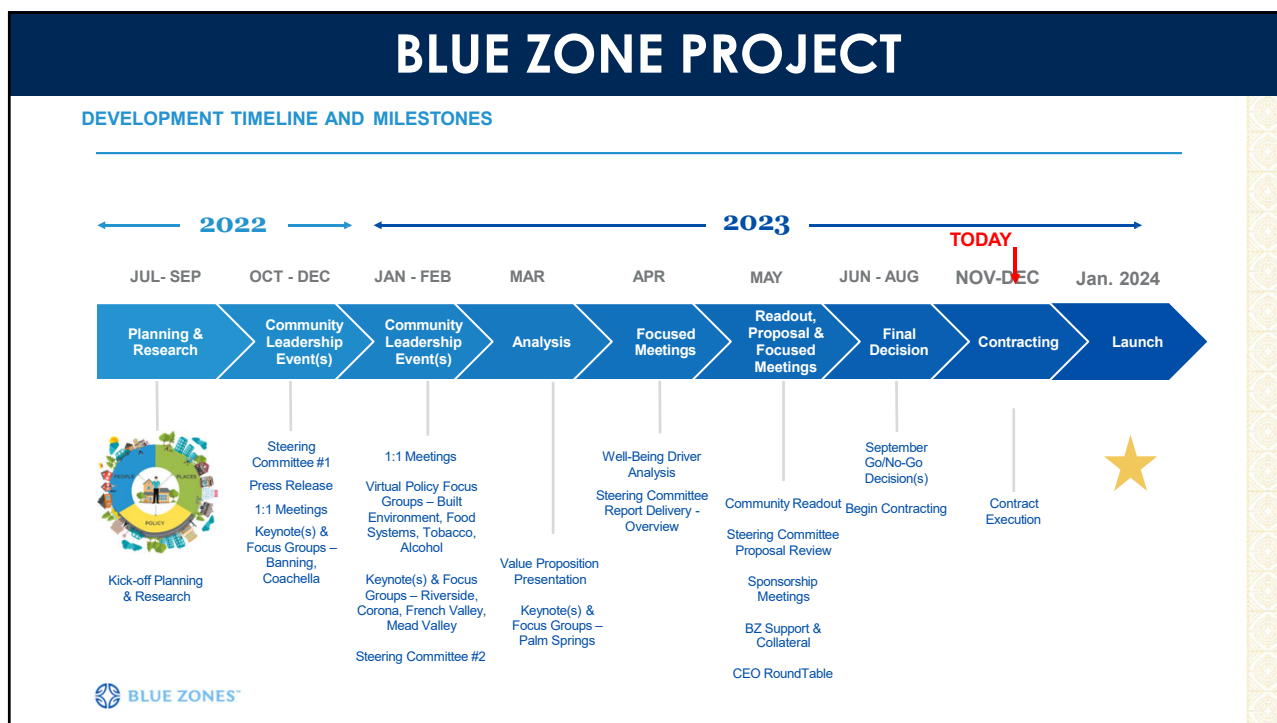
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STRATEGIC PLAN ALIGNMENT

Strategic Priority No. 2—Community Well-Being

Goal 2.2: Strengthening neighborhood identifies and improving community health and the physical environment through amenities and programs that foster an increased senses of community and enhanced feelings of pride and belonging citywide

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability &
Resiliency



Equity



Innovation



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RECOMMENDATIONS

Receive a Blue Zone overview and update;

Recommend the City sponsor a portion of the Blue Zones program cost in the amount of \$208,300 or 1% of the total Blue Zones program costs, in order to activate a third party approved 50% matching grant valued at \$10,400,000; contingent on the remaining Blue Zones program costs being fully fundraised and committed; and

Direct staff to draft a Resolution supporting the City of Riverside Blue Zone project and return to Council for adoption.

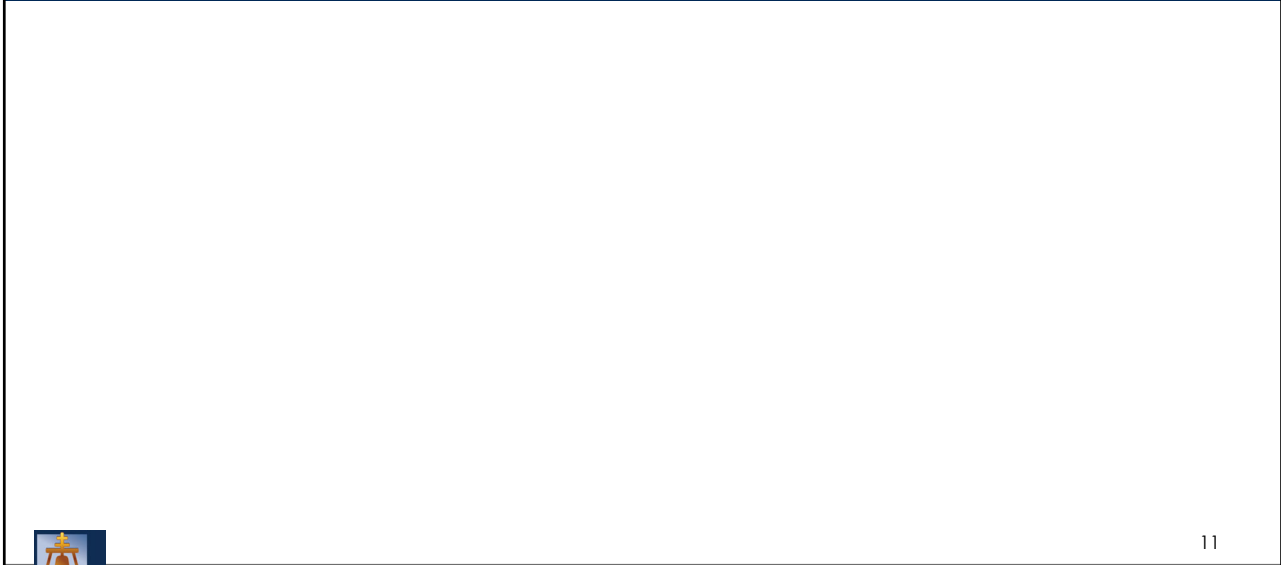


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REFERENCE SLIDES



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Power 9[®]

Lifestyles of all blue zones centenarians shared NINE COMMONALITIES. We call these characteristics the Power 9.

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Life Radius

Blue Zones Project works to improve what we call the Life Radius, the 20-mile area around a person's home where they spend 90% of their time.

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Transformation Model Process

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    graph LR
      A[Assessment] --> B[Foundation & Planning]
      B --> C[Transformation]
      C --> D[Certification/Sustainability]
  
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- Assessment**
 - Preliminary community assessment
 - Focus groups, 1:1's
 - Presentations
 - Sponsor identification and Value, Impact and, ROI analysis
- Foundation & Planning**
 - Community Input & Discovery
 - Well-Being Measurement
 - Coalition Building
 - Training
 - Blueprint Development
 - Volunteer Mobilization
- Transformation**
 - Implement Blueprint
 - Engage people and places
 - Impact policy to drive environmental change
 - KPIs reported on annual basis
- Certification/Sustainability**
 - Celebrate!
 - Create and implement sustainable blueprint
 - Continue impacting well-being in the community
 - Share outcomes data using Well-Being Index and Community Selected Metrics

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Foundation Period

Foundation

<ul style="list-style-type: none">✓ Hiring and Training of the Core Team✓ Establishment of Committee Structure and Training✓ Establishment of Volunteer Base and Training✓ Global Expert Summits✓ Gallup Community Oversample: Baseline✓ Baseline Metrics and Annual Targets - Dashboard	<ul style="list-style-type: none">✓ PR Media and Marketing/ Engagement Outreach✓ Web and Social Media Engagement with Tools✓ Community Engagement Events✓ Master Blueprint: All Sectors & Marquee Projects Detail✓ Central Team Implementation and Project Management Oversight
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Blue Zones Certification Criteria

Awareness & Engagement of leadership, citizens and organizations

Improvement in Key Components and/or Overall Well-Being

Reduction in Population Health and Well-Being Risks

Evidence of change deployed to people, places and policy

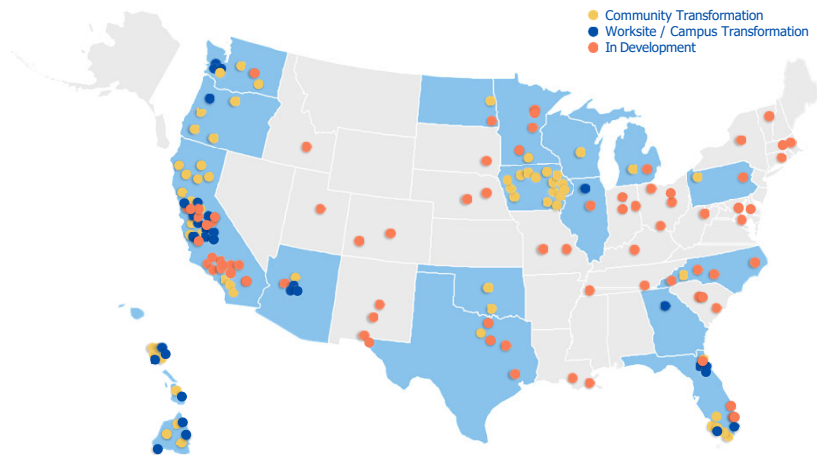
Improvement in key community self-reported metrics

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BLUE ZONES TRANSFORMATIONS

BLUE ZONES HAS DEPLOYED TO 6.5M+ LIVES IN OVER 90 TRANSFORMATION PROJECTS ACROSS 17 STATES OVER THE COURSE OF 13 YEARS TO IMPROVE HEALTH AND WELL-BEING



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Measurable Results



Small Community
Albert Lea, Minnesota
13 Years

- 49% decrease in medical claims cost for city workers.
- 2.9 years added to life spans within one year of participating in the Blue Zones Project.
- 48% increase in tourism since 2012.
- Jump to 34th place in Minnesota County Health Rankings (previously 68 out of 87 counties)

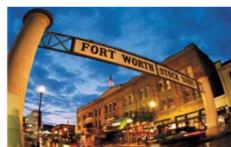
\$40M
 Follow-On Grants



Mid-Size Community
Beach Cities, California
10 Years

- 55% drop in childhood obesity rates at Redondo Beach K-5 schools.
- 15% drop in overweight/obese adults.
- 10% increase in exercise.
- 17% drop in smoking.
- 12% rise in Life Evaluation.
- \$72M in medical cost and lost productivity savings.

+12%
 Life Evaluation



Large Community
Fort Worth, Texas
8 Years

- 31% decrease in smoking, reducing smoking rate to 13.5%
- Nine-point increase in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- Overall 2018 Well-Being Index score rose to 62.5, a gain of 3.7 points or 6% since 2014.

\$20B
 Lifetime Reduced Smoking Value



Large Employer
NCH Healthcare System
6 Years

- A 4.9 point jump in overall well-being among employees.
- 54% decrease in healthcare expenditures over six years.
- \$27 million reduction in self-insured medical claims.
- Nearly 60% of all employees pledged participation.
- 40% decline in lost workdays due to injury.

+7%
 Well-Being Improvement

> 5% Sustained Improvement in Well-Being

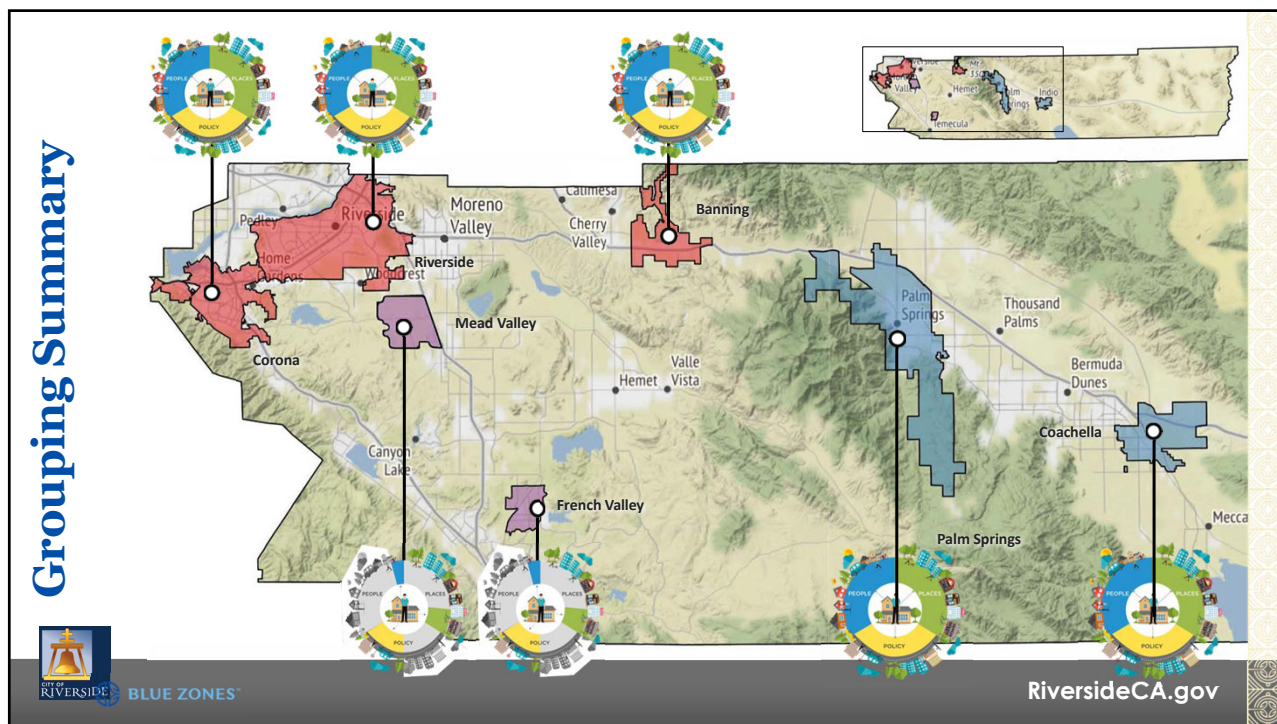
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Blue Zones Sponsors



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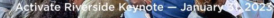



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City of Riverside Population

City of Riverside
Adult Population 247,079

Total Population		317,300
Under 18	22.1%	70,221
18-64	67.0%	212,644
Over 64	10.9%	34,435
Adult Population		247,079






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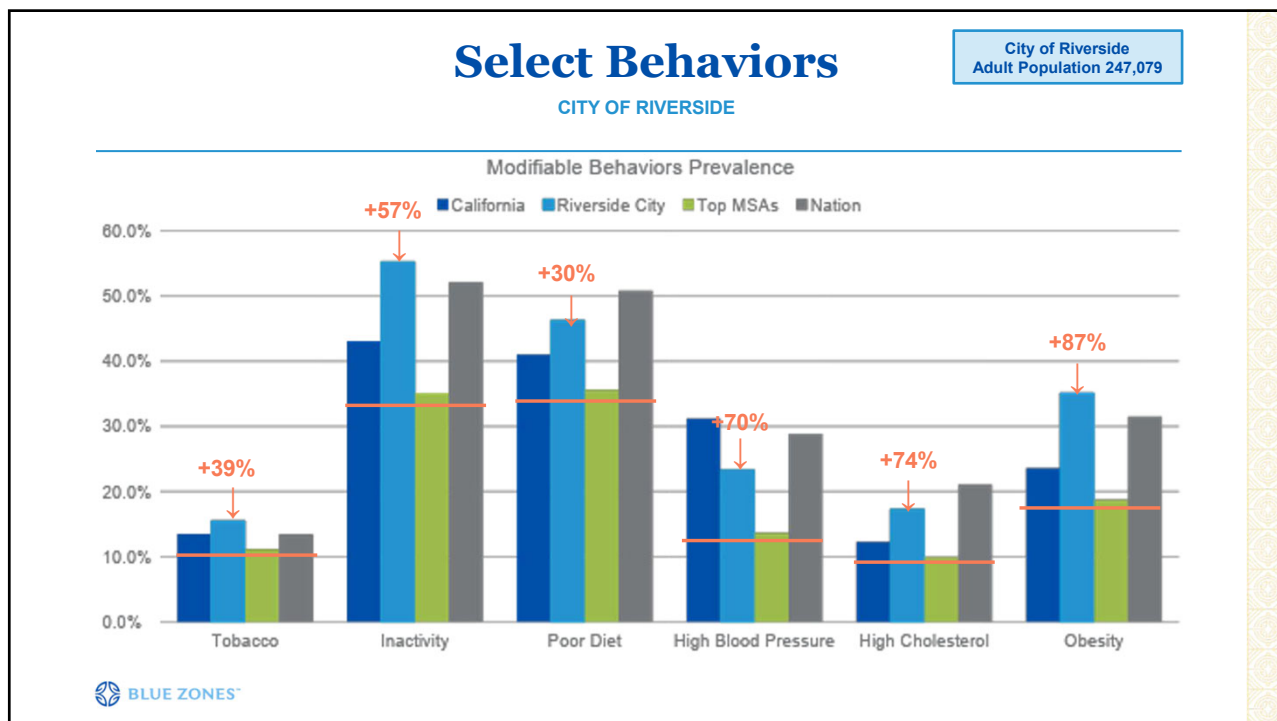
City of Riverside
 Adult Population 247,079

Voice of the City of Riverside

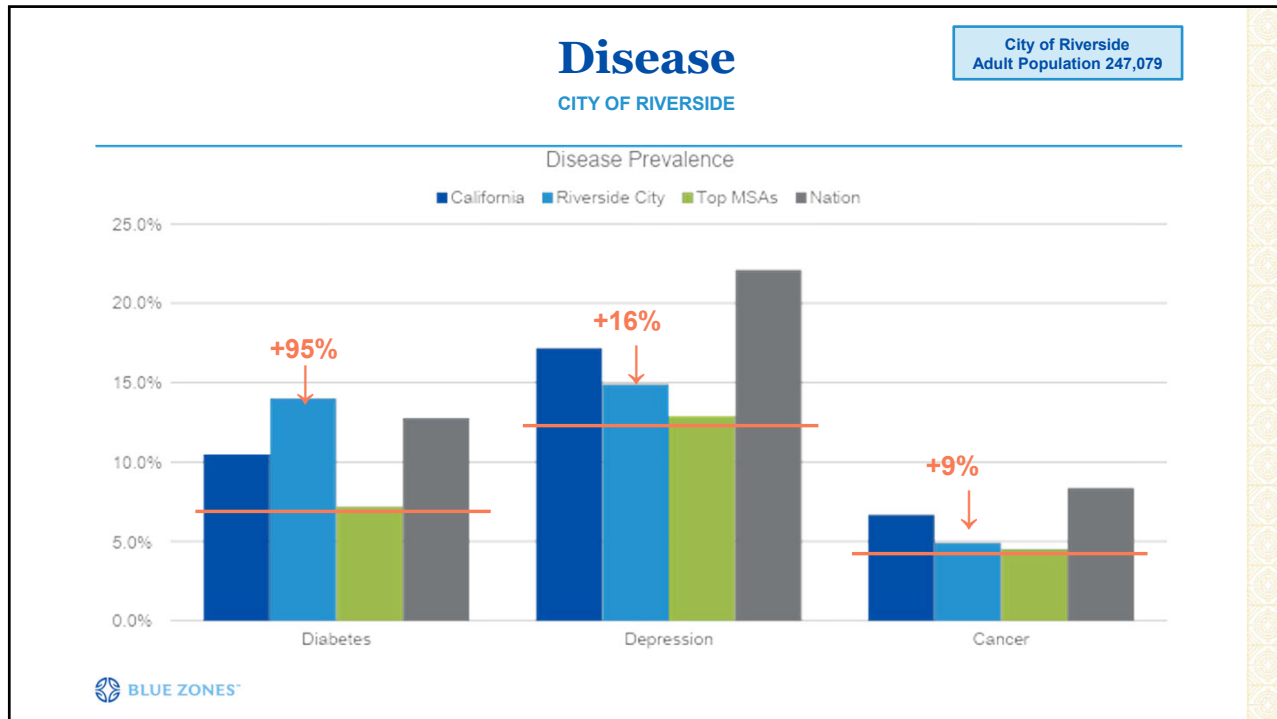
- 3 in 5** Do not exercise at appropriate levels
- 1 in 2** Do not eat sufficient fruits and vegetables
- 1 in 2** Have worried about money in the last week
- 1 in 3** Do not feel safe and secure
- 7 in 10** Are obese or overweight
- 1 in 2** Are not proud of their community
- 1 in 2** Do not have a good perception of their health
- 1 in 3** Have a poor current life evaluation



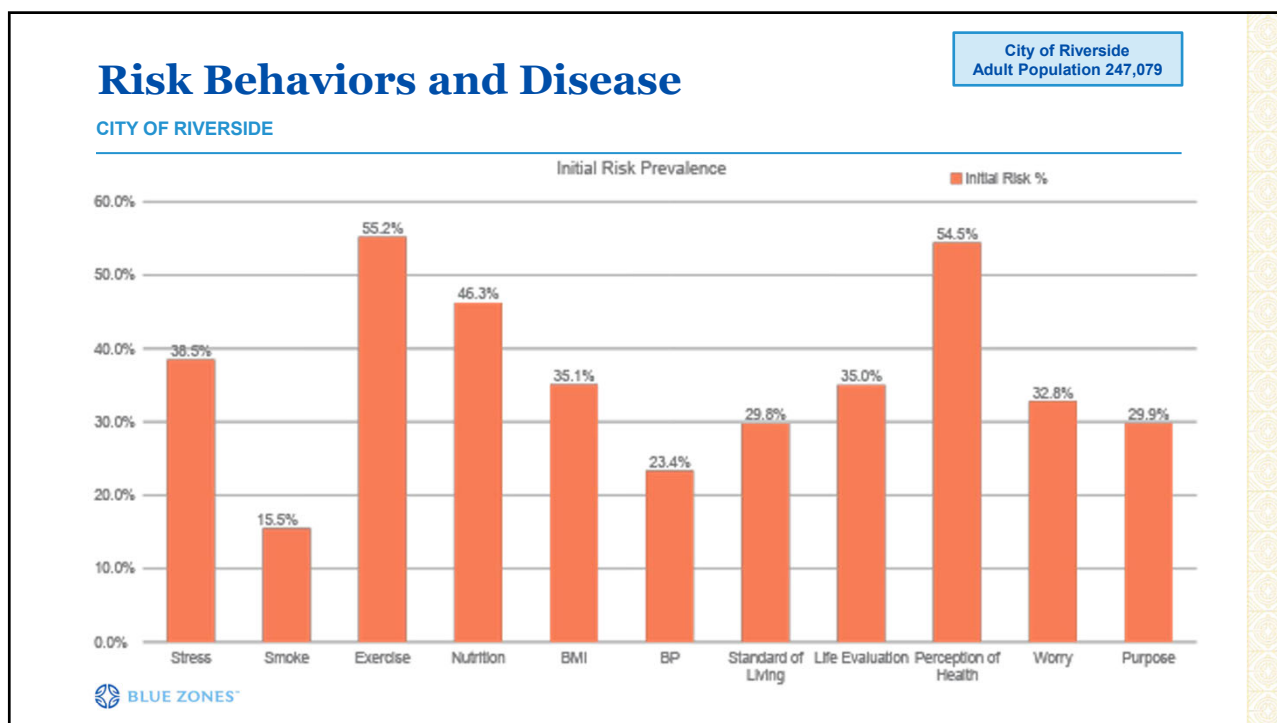
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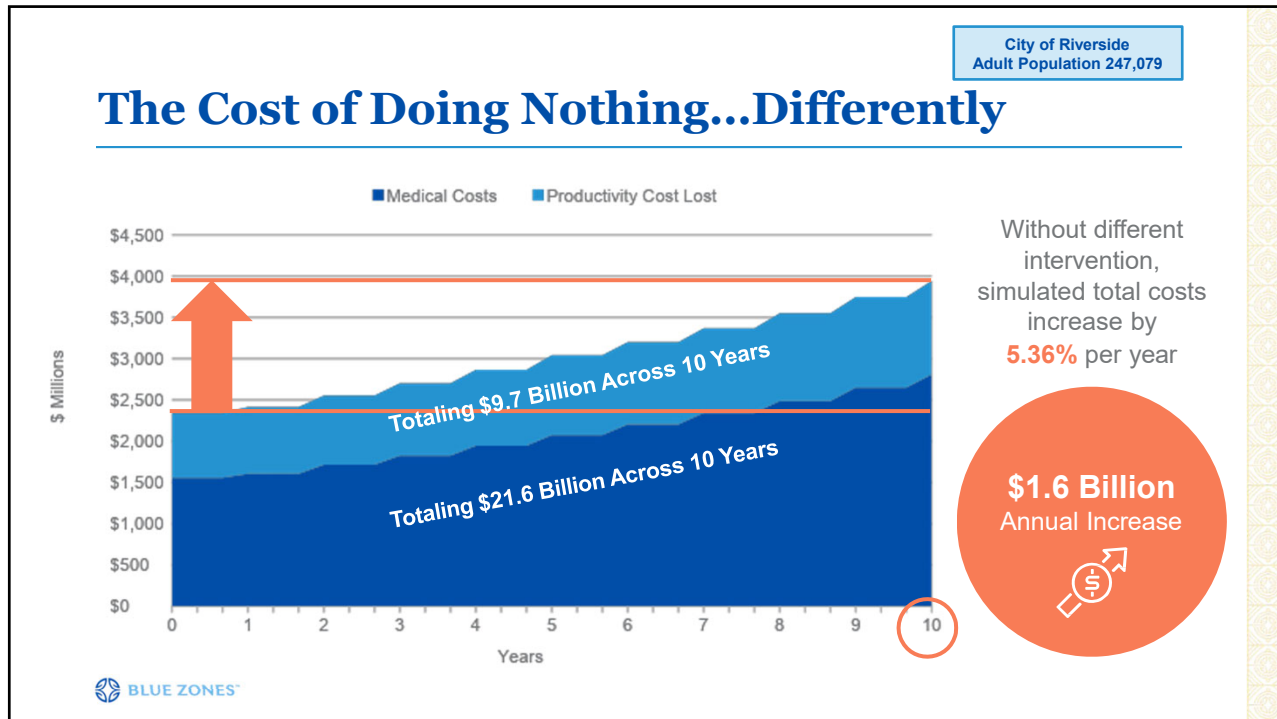
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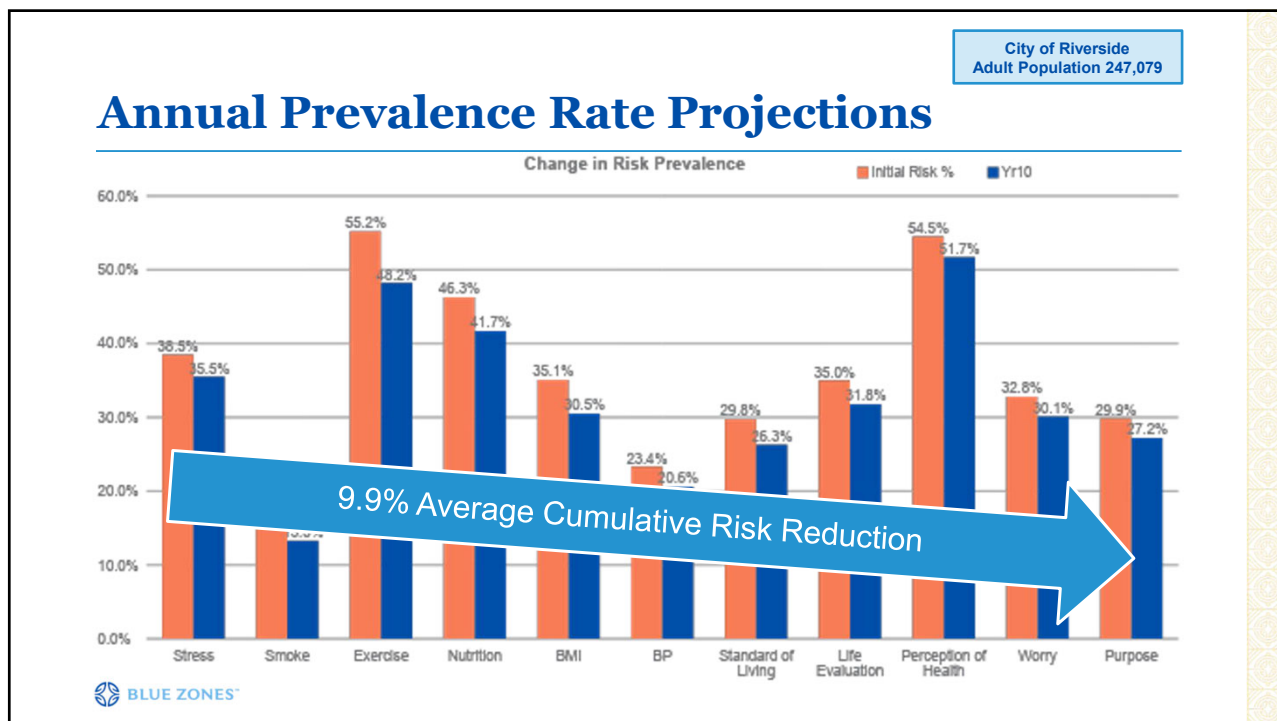
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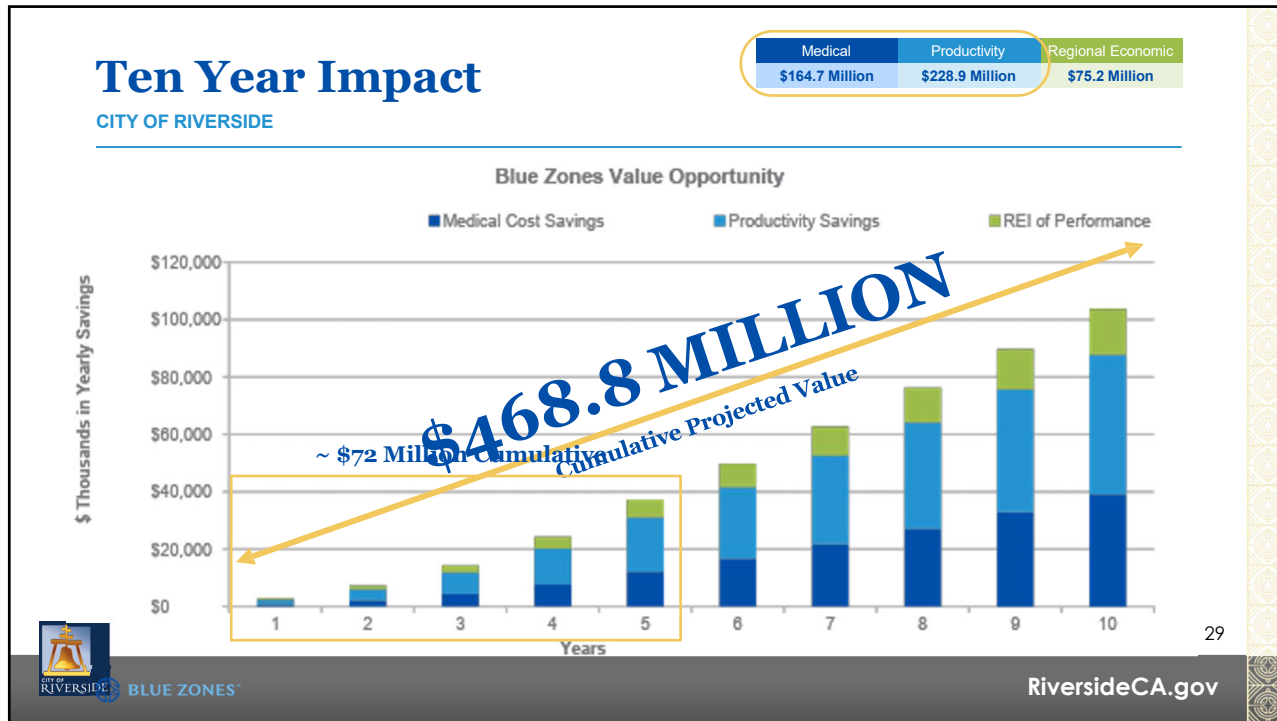
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Annual Prevalence Rate Projections

City of Riverside
Adult Population 247,079

RISKS	Initial %	Yearly Prevalence Rate Projections										
		Risk %	Yr1	Yr2	Yr3	Yr4	Yr5	Yr6	Yr7	Yr8	Yr9	Yr10
Stress	38.5%	3							36.2%	36.0%	35.8%	35.5%
Smoke	15.5%	1							13.6%	13.5%	13.4%	13.3%
Exercise	55.2%	5							49.4%	48.8%	48.2%	48.2%
Nutrition	46.3%	4							42.7%	42.3%	42.0%	41.7%
BMI	35.1%	3							31.3%	31.0%	30.8%	30.5%
BP	23.4%	23.0%	22.8%	22.4%	21.9%	21.6%	21.3%	21.0%	20.7%	20.4%	20.1%	20.6%
Standard of Living	29.8%	29.3%	28.9%	28.4%	27.9%	27.5%	27.1%	26.7%	26.3%	25.9%	25.5%	26.3%
Life Evaluation	35.0%	34.7%	34.4%	34.0%	33.7%	33.4%	33.1%	32.8%	32.5%	32.2%	31.9%	31.8%
Perception of Health	54.5%	54.2%	54.0%	53.6%	53.2%	52.8%	52.4%	52.0%	51.6%	51.2%	50.8%	51.7%
Worry	32.8%	32.6%	32.3%	32.0%	31.7%	31.4%	31.1%	30.8%	30.5%	30.2%	29.9%	30.1%
Purpose	29.9%	29.6%	29.4%	29.0%	28.6%	28.1%	28.0%	27.8%	27.5%	27.2%	26.9%	27.2%

247,079 Adults

978,569 Well-Being Risks

3.96 Risks / Adult

Blue Zones Impact

96,614 Fewer Well-Being Risks

3.57 Risks / Adult

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